

REMARKS

Reconsideration and allowance of this application are respectfully requested. Claims 1-7, 15-17, and 48-49 remain in this application as amended herein. Claims 8-14, and 18-47 are cancelled, and claims 50-51 are added. Accordingly, claims 1-7, 15-17, and 48-51 are submitted for the Examiner's reconsideration.

In the Office Action, the Examiner rejected claims 1-5, 7, 15-17, and 47-49 under 35 U.S.C. § 103(a) as being unpatentable over Kenney (U.S. Patent No. 6,381,583) in view of Kurokawa (U.S. Patent No. 5,929,930). Claim 47 is cancelled. Applicants submit that the remaining claims are patentably distinguishable over the cited references.

Claim 1 defines an information service method that includes:

receiving *broadcast program* data and information associated with a plurality of consumer commodities that appear in a *broadcast program* formed of the *broadcast program* data, the information associated with the plurality of consumer commodities being synchronously transmitted with the *broadcast program* data[.] (Emphasis added.)

The sections of Kenney that are cited by the Examiner are concerned with *computer simulated movement* of a shopper through a shopping facility. The cited sections of Kenney are not concerned with a *broadcast program*, are not concerned with information associated with consumer commodities *that appear in a broadcast program*, and are not concerned with such information being synchronously transmitted with such broadcast program data. Therefore, the cited sections of Kenney do not disclose or suggest the receiving step set out above. The Kurokawa patent does not remedy these deficiencies.

Claim 1 also calls for:

storing information about the selected one of the plurality of consumer commodities while the reproduced

broadcast program is being displayed so that the stored information about the selected one of the plurality of consumer commodities is accessible after the reproduced broadcast program is displayed. (Emphasis added.)

The cited sections of Kenney describe moving through the simulated shopping facility by controlling the movement of a cursor so that the viewer can control forward or backward movement within the simulated shopping facility. The patent is not concerned with a broadcast program and thus is not concerned with selecting displayed commodities where the viewer's position cannot be controlled so that the viewer would not have time to review all information associated with a selected product unless the viewer was willing to miss the opportunity to select other subsequently displayed products. Kenney is therefore not concerned with storing information about a selected commodity so that the stored information is subsequently accessible. The cited sections of Kenney therefore do not disclose or suggest storing information about a selected consumer commodity so that the stored information about the selected commodity is accessible after the reproduced broadcast program is displayed set out in the above-cited storing step. The cited sections of Kurokawa do not remedy this deficiency.

It follows that the cited sections of Kenney and Kurokawa, whether taken alone or in combination, do not disclose or suggest the method defined in claim 1, and claim 1 is therefore patentably distinct and unobvious over the cited references.

Claims 2-7, 15-17, and 48-49 depend from claim 1, and therefore each is distinguishable over the cited art for at least the same reasons.

Accordingly, the withdrawal of the rejection under 35 U.S.C. § 103(a) is respectfully requested.

New claims 50-51 depend from claim 1 and are therefore distinguishable over the cited art for at least the same reasons.

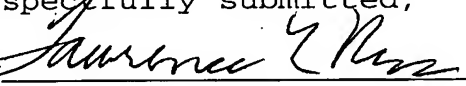
Support for new claim 50 is found, e.g., on page 7, lines 9-12 of the specification. Support for claim 51 is found, e.g., on page 7, lines 8-9 of the specification.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited. If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that the Examiner telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which the Examiner might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

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Respectfully submitted,

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